FLORIADE -- International Horticultural Exposition
Rotterdam, March 25 - Sept. 25, 1960

FOR THE FIRST TIME...

For the first time the U. S. is participating in a horticultural exposition abroad. This means that a new aspect of America will be revealed to other nations.

The U. S. Exhibit at Floriade will show that Americans love gardening as much as other people. We will also demonstrate that we are one of the most advanced nations horticulturally.

IMPORTANCE OF FLORIADE

Rivaling the Olympics in Rome next summer, the Floriade is an Olympics of Horticulture. Beginning in late spring, it runs a full six months. It is the first horticultural exposition in which the major countries of the world will participate.

The Netherlands is host because the year 1960 commemorates the 400th anniversary of the introduction of the tulip into Holland. It is also the 100th anniversary of the Royal General Dutch Bulb Growers Society. Five million visitors are expected.

Included in this world's fair of gardening are both ornamental and edible horticulture, with such exhibits as: the garden of the roses of the entire world; flowers and plants of the Bible; flowers associated with royal dynasties; and much more. There will be a changing parade of the products of arboriculture and floriculture.

CO-SPONSORED BY OUR GOVERNMENT AND ITS CITIZENS

The U. S. Exhibit at Floriade is a joint endeavor of the U. S. Department of Agriculture's Foreign Agricultural Service, and the American Horticultural Council. The Council was designated -- on behalf of American amateur, professional and commercial organizations, and private citizens interested in horticulture -- to plan and operate a representative exhibit.

Congress has appropriated $150,000 in foreign currencies to help finance the project. But, all expenses of obtaining and completing exhibits are the responsibility of the American Horticultural Council. Foreign currency cannot be used for this purpose.

Funds are needed urgently to complete the U. S. Exhibition so that it will typify America and American horticulture. We cannot afford to put on a second-best show! Help us to exhibit American horticulture at its best!

Contributions to this cultural project of the AHC are tax deductible.

AMERICAN HORTICULTURAL COUNCIL, U. S. EXHIBIT AT 1960 FLORIADE
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